

August 11, 2009

TO: Glenn Robison
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance

SUBJECT: Second Quarter Report
April 1, 2009 through June 30, 2009

As is required in our Agreement with the City of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The Board of Directors met with Fabio Vasco of Gleicher, Tilley and Leonard to review the 2008 Financial Review at the April 16, 2009 board meeting. The review was approved for submission to the city, in accordance with the terms of the city contract.
- The Board opted to maintain assessment rates at their existing levels for the 2009/10 year, as the Consumer Price Index – for all urban consumers in LA County, fell below 0 over the last year. (In accordance with the Management District Plan, the HED Board is authorized to apply a CPI increase each year, up to 3%.)
- At the June 18, 2009 meeting, the board reviewed and approved the 2008 tax return for the Hollywood Property Owners Alliance, in accordance with new accounting guidelines for nonprofit organizations.

II Security

- The Security Committee discussed in April the problems associated with rogue tour operators and the Neighborhood Prosecutor agreed to look into whether these operators have business licenses on file with the Department of Finance.
- After experimenting with a late-night deployment schedule during the second quarter of the year, Andrews International, in consultation with the executive director and the Security chair, opted to end the late schedule (e.g., after 10:30 p.m.). It was determined that the security patrol later at night was not effective because of traffic congestion, which inhibited the ability of the officers to move throughout the BID. Also, the security problems become more high-risk as the

night wears on (and alcohol consumption increases) and many of these situations are best handled by LAPD.

Some members of the nightclub community have begun to present a proposal for community consideration that would call for an "extension of the consumption hour," which means that bars and clubs could stay open and serve alcohol past 2 a.m. The Board discussed this idea at the April 16, 2009 meeting, and encouraged the executive director to stay informed about the issue, but indicate that the BID board has no formal position.

With the help of BID security, staff presented information about the names and locations of 20 chronically homeless people who seem particularly vulnerable due to their health and/or mental health situation. The county will attempt to send out trained workers to interview these individuals for possible linkage with county mental health resources.

Captain Girmala announced to the Security Committee that she has been successful in securing an additional 40 officers to patrol in the area in and around the Hollywood Entertainment District. She presented a case to Chief Bratton that demonstrated the intensity of pedestrian life, and the sheer number of entertainment venues (theatres, movies, restaurants and clubs) that require more police to ensure public safety. The deployment will begin in late May.

In May, the Security Committee began to track trends involving the increase in medical marijuana facilities in the Hollywood and Sunset BIDs. In addition, both the Sunset and Hollywood BIDs have been plagued over this time by a tagger who has spread offensive 9-11 themed graffiti all over the neighborhood. LAPD's Counter Terrorism Unit has been involved in trying to apprehend the suspect.

III Streetscape Issues

The internship services of a Coro Fellow were employed for a six-week period during this quarter for the purposes of assisting with research associated with the pedestrian alley project, trash consolidation opportunities and trash compactor issues.

During this quarter, several meetings were held with CD-13 staff, CRA representatives, Bureau of Engineering and Cahuenga alley property owners on drainage and paving plans for the pedestrian mall. A public hearing to establish the pedestrian mall is scheduled for July 28, 2009 at the City Council.

Captain Girmala recognized Gilbert Perez for his help in planting bushes to assist with the beautification of the Hollywood Community Police Station in preparation for the May 7 station inspection by Chief Bratton.

- Staff, in concert with CRA and City Planning staff, organized a seminar for all HED stakeholders to acquaint them with the process of updating the CRA's Hollywood Boulevard Urban Design guidelines, and the city's Community Plan. The seminar was held at the Roosevelt Hotel on April 21, 2009. Approximately 50 property representatives attended the meeting. After break out groups, input was provided into the vision for the Boulevard for 2020. A draft of the 2020 vision statement was distributed to the board for their review and comment in June. Two community workshops were planned during this timeframe by the CRA, and property owners were encouraged to attend.

- Trees were trimmed along the Walk of Fame during this quarter.

IV Marketing Issues

- The staff began working on a business plan to sustain the ongoing maintenance, web hosting and marketing of www.navigatehollywood.com. The concept involves seeking a minor assessment levied against the proponents of street closures. Invoices will be sent to the first set of proponents seeking street closures in July in order to start garnering revenue for the ongoing operations of the website.

- A joint steering committee consisting of representatives from the Hollywood Entertainment District, the SVBID and the Chamber of Commerce took initial steps to explore the breadth and scope of a demographic survey initiative aimed at identifying key characteristics of those that work, live and visit Hollywood. Staff convened several meetings with an ad-hoc committee, comprised of representatives from the Academy of Motion Picture, Arts and Sciences, LA Inc., W Hotel, Millennium Partners, CIM Group, and the Community Redevelopment Agency. One meeting involved a presentation from Hal Bastian of the Downtown Center BID who described the process they've gone through to do periodic surveys of downtown residents and visitors. Staff prepared a Request for Proposal. Copies of the RFP were sent to nine potential consultants in late June, and responses are due July 29, 2009. The Committee aims to have the results of the study collected by January 2010.

- The Hollywood Entertainment District BID, in concert with Council District 13, and the Sunset & Vine BID, and the Chamber of Commerce, helped promote, sponsor and install signs for the Hail-A-Taxi pilot program. More than 300 signs were installed on street light poles throughout the demonstration area by volunteers and staff on June 15. The council office contributed \$2,000 to the effort, and each BID contributed \$1,500.

- The Hollywood as a Campus initiative was re-named "Hollywood U." A survey of the various postsecondary institutions was conducted during this quarter, to determine how many students attend each school, tuition, where students live, etc. Discussions ensued about the possibility of conducting a community-wide open house of the schools for students the week of November 6 -8, 2009.
- Staff, in concert with WHERE magazine, designed and sold the 2009-2010 Hollywood Visitor's Guide and Map. The map, which is funded cooperatively by businesses in both the Hollywood and Sunset BIDs, is scheduled to be released in September. This year marks the first time that map sales have exceeded production and distribution costs (\$98,000).
- Staff participated in Council District 13's monthly Street Closure Committee meetings; the monthly construction committee meetings and the Chamber's monthly Tourism Committee meetings.

VI. OTHER

- The Board, at their May meeting, viewed the "State of the BIDs" video that was presented to the Los Angeles City Council at their meeting on April 21. This was an effort, collaboratively funded by the members of the BID Consortium, to educate the city council about the role and impact of BIDs in Los Angeles.
- The Board adopted a position at their May meeting to support no change to the current contract between the city and the L.A. Marathon organizers. The purpose was to avoid the shift of the marathon back to a Sunday; the current contract calls for it to be held on a holiday Monday.
- Morrison spoke at a LA Chamber/ United Way symposium geared for business leaders to discuss how the business community can be involved in helping to end homelessness in Los Angeles. The seminar was held on May 27, 2009.
- Representatives from the Hollywood Entertainment District took part in the fifth annual Project YIMBY Homeless Connect Day at the Music Box Theatre on June 25, 2009. Volunteers for the event, including several HED property owners, participated in the day-long event to connect homeless individuals with a variety of services and providers intended to help stabilize their lives. More than 500 clients received services that day, and nearly 200 volunteers participated in the event – largely from the Hollywood community. Sarah MacPherson led the effort to recruit and organize the volunteers and Joe Mariani co-chaired the Logistics Committee.